AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended)   A method for using econometric techniques to quantify marketing drivers and forecast at least one of consumer demand and shipments comprising:

providing at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;

using econometric modeling to quantify the effect of the at least one marketing element[[s]] on shipments; [[and]]

forecasting at least one of consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;

executing a what-if scenario by enabling a user to make a change in planned spending on the at least one marketing element and using econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments;

modifying the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan;

executing the modified marketing plan and capturing actual consumer demand and shipment data;

displaying both

<u>(i) the forecasted consumer demand, the actual consumer demand, and a</u>

<u>first percent error between the forecasted consumer demand and</u>

<u>the actual consumer demand; and</u>

<u>(ii) the forecasted shipments, the actual shipments, and a second percent</u>

<u>error between the forecasted shipments and the actual shipments</u>.

2. (cancelled)

3. (cancelled)

4. (original)   The method of claim 1, further comprising calculating a lift parameter of the at least one marketing element.

5. (cancelled)

6. (cancelled)

7. (original)   The method of claim 1, wherein the at least one marketing element comprises at least one of promotions, advertising, points of distribution and product changes.

8. (cancelled)

9. (original)   The method of claim 1, further comprising capturing reasons for forecast errors.

10. (original) The method of claim 9, further comprising tracking the reasons for the forecast errors.

11. (original) The method of claim 10, wherein the reasons for the forecast errors are tracked with the forecast errors.

12. (cancelled)

13. (currently amended)   A system for using econometric techniques to quantify marketing drivers and forecast at least one of consumer demand and shipments comprising:

a providing module that provides at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;

a quantifying module that uses econometric modeling to quantify the effect of the at least one marketing element[[s]] on shipments; and

a forecasting module that forecasts at least one of consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling;

an modifying module that executes a what-if scenario by enabling a user to make a change in planned spending on the at least one marketing element, uses econometric modeling to quantify the effect of the change in planned spending on consumer demand and shipments, and modifies the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan;

an executing module that executes the modified marketing plan and captures actual consumer demand and shipment data;

a generating module that displays both

(i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; and

(ii) the forecasted shipments, the actual shipments, and a second percent

error between the forecasted shipments and the actual shipments.

14. (cancelled)

15. (cancelled)

16. (original) The system of claim 13, further comprising a calculating module that calculates a lift parameter of the at least one marketing element.

17. (cancelled)

18. (cancelled)

19. (original) The system of claim 13, wherein the at least one marketing element comprises at least one of promotions, advertising, points of distribution and product changes.

20. (cancelled)

21. (original) The system of claim 13, further comprising a capturing module that captures reasons for forecast errors.

22. (original) The system of claim 21, further comprising a tracking module that tracks the reasons for the forecast errors.

23. (original) The system of claim 22, wherein the reasons for the forecast errors are tracked with the forecast errors.

24. (cancelled)